The visual code on the Campagnolo packaging makes it easy for everybody to identify the contents, overcoming the language barrier. The Group type (colour code), the component type (Campagnolo alphabetic symbol) and the technical details (clearly printed) are identifiable and understandable throughout the world.

The Campagnolo alphabet is made up of symbols and colours. Each symbol identifies a component and each colour identifies a Group. All the items of each Group are immediately recognizable. Just as they already are on all the roads of the world.